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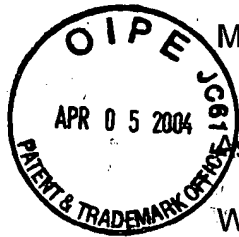
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March 29, 2004

10/667,732

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and system for providing an advertisement based on an URL and/or a search keyword entered by a user

US File # **20040059632**

Filed: September 22, 2003

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20040059632**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements maintained at the client level in cache or on disk (0006) in a client-server ad delivery system. This patent relates to displaying advertising by matching voluntary user actions such using keywords, going to URLs or other actions used in a browser interface (0021) Entering a trigger event into a browser locator window then makes a match with data in the remotely controlled and updated database (0024) and in the event a match is made, an appropriate content or advertisement is displayed. (0006) This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads in part, "Method and apparatus for providing an advertisement to a user over the Internet, based on an URL and/or a search keyword that the user entered."

Relevant Claims are #1, 2, 3, 9, 10, 17, 18 and others in which the inventor refers to triggering and displaying ads stored at the client level. The system is described in (0006) (0007) (0021) (0023) (0024) and others.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered well before 2003. The filers are correct that a targeted system based on interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 9/22/2003 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.

The screenshot shows a Netscape browser window with the address bar displaying a URL from espacenet.com. The page title is 'TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD'. The document is a patent entry for CA2328913, published on 1999-10-29. The inventor is ZETMEIR KARLO (US) and the applicant is ZETMEIR KARLO (US). The classification is H04M3/00. The abstract describes a telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer. The program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

Also published as:
 WO9955066 (A1)
 EP1076983 (A1)

